



UNIVERSITI KUALA LUMPUR  
MALAYSIAN INSTITUTE OF INFORMATION TECHNOLOGY

---

FINAL EXAMINATION  
JANUARY 2016 SEMESTER

---

COURSE CODE : IMD 10103  
COURSE NAME : BASIC GRAPHIC DESIGN  
PROGRAMME NAME : DIPLOMA IN MULTIMEDIA  
DATE : 20 MAY 2016  
TIME : 9.00 am – 11.00 am  
DURATION : 2 HOURS

---

INSTRUCTIONS TO CANDIDATES

---

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and Section B.
4. Answer ALL questions in Section A (4 questions) and Section B (2 questions).
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language ONLY.

---

THERE ARE 5 PAGES OF QUESTIONS, INCLUDING THIS PAGE.

---

Unikl MIT

**SECTION A (Total: 60 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Regardless of the media, every design solution requires the following essential components : strategy, concept, design, production and execution.

- a) Explain each of the components. (10 marks)
- b) One of the outputs produced is known as design brief. What is design brief and give three examples of typical design brief questions. (5 marks)

**Question 2**

Principles of design entails utilizing the formal elements as a basic vocabulary.

- a) Differentiate between symmetric and asymmetric design. (4 marks)
- b) Emphasis is one of an important element in design. It contributes to two actions. Name the actions. (2 marks)
- c) Differentiate between focal point and accents. (4 marks)
- d) In design, rhythm is considered as the 'beat' in music. The key to establish rhythm is by understanding repetition and variation. Define repetition and variation. (4 marks)

**Question 3**

The most difficult part of any graphic design education is learning to design with type. In order to design with type, a graphic designer must consider four main points.

- a) What are the four main points? (2 marks)
- b) Discuss any two main points mentioned in a). (4 marks)
- c) What is the purpose of a book cover? (1 marks)
- d) State four options in designing a book cover. (2 marks)
- e) Briefly explain four types of logo. (8 marks)
- f) Draw two examples of logo to illustrate your answer in e). (4 marks)

**Question 4**

Color is a powerful and highly provocative design element. We can divide the elements of color into three categories.

- a) Name the three elements of color. (3 marks)
- b) Describe each element with appropriate example. (6 marks)
- c) In visual arts, texture can be divided into two categories. State the categories accordingly. (1 mark)

**SECTION B (Total: 40 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Advertising is different from other graphic design. Advertising involves a high degree of persuasive intent.

- a) Basically, what must an advertisement do? (1 mark)
- b) State the basic elements that can be found in an advertisement. (5 marks)
- c) Discuss the four main components involved with the creation of a print advertisement. (8 marks)
- d) Most competing brands are parity products and services. Therefore, when goods and services are on a par, an effective advertisement would successfully promote its brands. In your opinion, how would a customer utilize the functional benefit and emotional benefit from an advertisement? Choose an example of any advertisement that can support this statement. (6 marks)

**Question 2**

There do seem to be trends in logo design, where many logos have a similar look or form. The main issues to keep in mind when designing a logo are concept, expression and graphic design.

- a) Analyze each of the issues in relation to graphic design. (6 marks)
  
- b) You have been asked by the editor in The New Straits Time newspaper to design a Liner Ads to be placed in the Time Connects section. The Liner Ads consists of 7 columns that is Education, Friendship, Private Investigators, Properties, Automobile, Notices, and Jobs. Design seven symbols to represent the seven columns. All seven symbols should be designed in circular or square formats in 3" size. Bear in mind the seven symbols should share a common vocabulary of shapes, lines or textures. (14 marks)

**END OF EXAMINATION PAPER**